



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Rayagada District



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

Carried out by

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Contents

Sl. No.	Topic	Page No.
1.	General Characteristics of the District	3
1.1	Location & Geographical Area	3
1.2	Topography	3
1.3	Availability of Minerals.	4
1.4	Forest	4
1.5	Administrative set up	4
2.	District at a glance	5-7
2.1	Existing Status of Industrial Area in the District Rayagada	7
3.	Industrial Scenario Of Rayagada	8
3.1	Industry at a Glance	8
3.2	Year-wise Trend Of Units Registered	8
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	9
3.4	Large Scale Industries/Public Sector undertakings	9
3.5	Major Exportable Item	9
3.6	Growth Trend	9
3.7	Vendorisation/Ancillarisation of the Industry	10
3.8	Medium Scale Enterprises	10
3.8.1	List of the Units in Rayagada & near by Area	10
3.8.2	Major Exportable Item	10
3.9 .1	Service Enterprises	10
3.9.2	Potentials areas for service industry	10-11
3.10	Potential for new MSMEs	11-12
4.	Existing Clusters of Micro & Small Enterprise	12-14
5.	General issues raised by industry association during the course of meeting	14
6	Steps To Set Up MSMEs	15

BRIEF INDUSTRIAL POTENTIALITY SURVEY REPORT OF RAYAGADA DISTRICT

1. General Characteristics of the District:

The district of Rayagada is known as the most famous region of the state because of its longest human history. Although the district came into existence on the 2nd October in the year 1992, it has long and glorious historical records evident by copper plates, rock inscriptions as well as different coins, which clearly indicate that the region was the centre of attraction in all ages. In the third century B.C, during the reign of Ashoka the Great, it was covered under Kalinga empire. The hilly track between river Languli and Prachi language as Bansadhara and Nagabali, as evident by Andhra Historical Journal XXVII edition at page 46, was famous for spices. Another Bhojpur Rock inscription in Brahmi of Rastrik King Mandhata adds some facts about this region. Later, Rastriks were defeated by Kharvela, the only Aryan Emperor of Orissa, at the time of Samudra Gupta himself during the Chawpagada battle. The rock inscription of Allahbad inscribed by Mahamantri Harisena provides evidence to this effect. Later, the ruins of mud fort and historical idol of Mahakal Bhairab found at Champikota very near to Rayagada makes it clear that this is the ancient Champagada Fort. During Ganga Vansi and Surya Vansi Kings, it was under Dadarnab Dev of Gudari Kataka. A rock inscription found at Pataleswar temple in Brahmi script provides evidence to this effect. A subsequent literature found at Pataleswar temple speaks about the River Langully, giving supporting evidence to the various facts. This region went to Bahamanis when Mukund Dev was defeated at Gohera Tikiri in 1519. Then, it was under Nandapur Kingdom for brief period of 47 years. Biswambar Dev who was defeated and killed by Hasin Khan was perhaps the third king installed at Rayagada. Still, the Sati Kunda Goddess Majhi Ghairani and the mudfort around it speaks much about its evidence. In subsequent years it was under Bobilli, a T ahasil of Vijayanagaram. Later, during the English regime, Rayagada was covered under the Jeypore Zamindari, which continued till Independence.

1.1 Location & Geographical Area:

The district lies between 82o54' to 84o2' longitude East and from 19o0' 19o58' North Latitude. It extends in the east upto Gajapati district and in the west upto Koraput district and part of Kalahandi district, in the south upto Parvathipuram sub-division of Andhrapradesh and in the north upto Kalahandi and Phulbani district of Odisha. The total Geographical area of the district is 7073.00Sq. Kms.

1.2 Topography:

Rayagada district is situated in the Eastern Ghat's Agro Climatic region. Soil type of the district is mostly acidic and red laterite in nature. However sandy loam and black soil are also found in some parts of the district. The main river flows in the district are Bansadhara and Nagabali.

1.2 Availability of Minerals:

The district has been richly endowed with precious mineral deposits like Bauxite, Manganese, Graphite, Quartz, Granite, Red Oxide etc. Some precious Gems also have the presence in the mines of the district. The following table depicts the commercial production of minerals in the district.

PRODUCTION OF MINERAL 2010-11

Sl. No.	Name of mineral	Production in 000, tones 2009-2010	Production in 000, tones 2010-2011
1.	Graphite	5	8.4
2.	Bauxite	0	-
3.	Manganese	1.3	-
4.	Quartz	1.3	-

Source: Deptt. of Mining, Govt. of Odisha.

1.4.1 Forest:

Out of 7073 Sq. Km of total geographical area of the district, 2812.33 Sq. Km of area are covered with forest. The main produce of the district's forest are as follows.

- a) Bamboo 297819 Nos
- b) Siali Leaves 2396 Qtls
- c) Tamarind 43698 Qtls
- d) Hill Broom 14420 Qtls

5. Administrative set up:

- a) Sub Division-2 (Rayagada & Gunupur)
- b) Tehsils - 11 (Rayagada, Kshipur, Gunupur, Bissam Cuttack, Kolonar, Kalyansinghpur, Gudari, Padmapur, Ramanaguda, Muniguda & Chandrapur)
- c) CD Blocks- 11
- d) Gram Panchayats-171
- e) No. of Municipalities-01(Rayagada)
- f) No. of NACs-2 (Gunupur & Gudari)
- g) Census Villages-2667
- h) No. of Assembly Constituencies-03 (Rayagada, Gunupur & Bisam Cuttack)

2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude		Degree	19° to 19°58' North
	ii) Longitude		Degree	82°54 to 84°2' East
	iii) Geographical Area	2012	Sq. Kms	7073
(B)	Administrative Units			
	i) Sub divisions	2012	No.	2
	ii) Tehsils	2012	No.	11
	iii) Sub-Tehsils	2012	No.	-
	iv) Patwar Circle	2012	No.	-
	v) Panchayat Samitis(CD Blocks)	2012	No.	11
	vi) No. of Municipalities & Corporation	2012	No.	1
	vii)No. of NACs	2012	No.	2
	viii) Gram Panchayats	2012	No.	171
	ix) Census villages(Both Inhabited & Uninhabited)	2012	No.	2667
	x) Assembly Area	2012	No.	3
2	Population(2011 Census Provisional)			
(A)	Sex-wise			
	i) Male	2011	'000	470
	ii) Female	2011	'000	492
(B)	Rural Population	2011	'000	814
3	Agriculture			
	Land utilization			
	i) Total Area	2010-11	'000 hectre	707
	ii) Forest cover	2010-11	'000 hectre	281
	iii) Non Agriculture Land	2010-11	'000 hectre	124
	iv) Barren & Un Culturable land	2010-11	'000 hectre	38
4	Forest			
	(i) Forest	2010-11	'000 hectre	281

5.	Livestock & Poultry			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2003	No	158213
	ii) Buffaloes	2003	No	371656
	Other livestock			
	i) Goats	2003	No	162991
	ii) Pigs	2003	No	37643
	iii) Sheep	2003	No	40233
	iv) Poultry	2003	No	497354
	Railways			
	i) Length of rail line	2012	Km	154
	V) Roads			
	(a) National Highway	2010-11	Km	Nil
	(b) Express highway	2010-11	Km	Nil
	(c) State Highway	2010-11	Km	391
	(d) Major District Road	2010-11	Km	130
	(e) Other District Road	2010-11	Km	69
	(f) Rural road	2010-11	Km	973
	(g) G.P. Road	2009-10(P)	Km	4838
	(h) Panchayat Samiti Road	2010-11	Km	1354
	(f) Forest Road	2010-11	Km	211
	(VI) Communication			
	(a) Telephone connection			42140*
	(b) Post offices	As on 31.03.2011		213
	(c) Telephone center			NA
	(d)Density of Telephone			NA
	(e) Density of Telephone			NA
	(f) PCO Local	(As on 31.03.12)		105
	(g) PCO STD	(As on 31.03.12)		642
	(h) Mobile	(As on 31.03.12)		4,52,734*

	(VII) Public Health			
	(a) Allopathic Hospital	31.03.2011	No	68
	(b) Beds in Allopathic hospitals	31.03.2011	No	293
	(c) Ayurvedic Hospital & Dispensaries	2006-07	No	19
	(d) Beds in Ayurvedic hospitals	31.03.2011	No	-
	(e) Unani hospitals	31.03.2011	No	-
	(f) Community health centers	31.03.2011	No	11
	(g) Primary health centers	31.03.2011	No	36
	(h) Dispensaries	31.03.2011	No	-
	(i) Sub Health Centers	31.03.2011	No	235
	(j) Private hospitals	31.03.2011	No	4
	(k) Mobile Health Unit	31.03.2011	No	17
	(VIII) Banking commercial	As on 31.03.2012		
	(a) Commercial Bank Branches	-do-	No	45
	(b) Rural Bank Branches(Gramya Bank)	-do-	No	22
	(c) Co-Operative bank Branches	-do-	No	03
	(d) PLDB Branches	-do-	No	-
	(IX) Education			
	(a) Primary school	2010-11	No	1810
	(b) Middle schools(Upper Primary)	2010-11	No	554
	(c) Secondary & senior secondary schools(Junior Colleges)	2010-11	No	123
	(d) Colleges	2010-11	No	10
	(e) Technical University	2010-11	No	NIL

Source: District at a Glance2012, Govt. of Odisha

*Data on Telephone Connection is of Koraput Telecom district which includes Rayagada district.

2.1 Existing Status of Industrial Areas in the Rayagada District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigation free land	Land rate/ Acre/ Rs in lakh	Total Shed	Sheds allotted /used otherwise	No. of Units in Production
01	IID, Rayagada	102.400	9.290	61.710	10.00	0	0	-
02	Muniguda	23.190	0.000	17.393	10.00	0	0	-
Total		125.59	9.29	79.103	10.00	0	0	-

Source: IDCO, Bhubaneswar

3. INDUSTRIAL SCENERIO OF RAYAGADA DISTRICT:

3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	Registered industrial unit	No.	1106
2	Total industrial unit(GIP)	No.	2556
3	Registered medium & large unit	No.	04
4	Total employment in regd. Small scale industries	No.	8765
5	Employment in large and medium industries	No.	3085
6	No. of industrial area	No.	02
7	Investment in P&M of small scale industries	In Lakhs	4042.48
8	Investment in P&M of medium & large scale industries	In Lakhs	8955.57

3.2 YEAR WISE TREND OF MSME UNITS REGISTERED (STARTING FROM 1984-85 UPTO 2010-11):

SL. NO.	YEAR	NUMBER OF REGISTERED UNITS	INVESTMENT (lakh Rs.)	EMPLOYMENT
Up To	1984-85	205	84.34	818
During	1985-86	32	23.89	163
	1986-87	8	8.44	49
	1987-88	5	3.97	15
	1988-89	8	58.51	86
	1989-90	9	12.91	145
	1990-91	19	53.82	542
	1991-92	26	123.07	586
	1992-93	19	10.74	129
	1993-94	15	58.98	190
	1994-95	20	59.32	175
	1995-96	33	101.67	272
	1996-97	42	52.21	192
	1997-98	45	41.63	209
	1998-99	46	227.51	321
	1999-2000	53	97.64	374
	2000-01	46	61.7	241
	2001-02	57	74.24	270
	2002-03	58	142.1	412
	2003-04	36	58.28	189
	2004-05	57	278.7	771
	2005-06	64	160.22	388
	2006-07	33	158.06	296
	2007-08	33	493.35	220
	2008-09	23	531.43	307
	2009-10	55	311.75	511
	2010-11	59	754	894
	Total	1106	4042.48	8765

Source: Directorate of Industries, Odisha

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT:

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (lakh Rs.)	EMPLOYMENT
20	Food and allied	640	4071.38	3488
31	Chemical & allied	23	540.55	229
36	Electrical & electronics	6	4.77	17
35	Engineering & metal based	179	707.88	901
27	Forest & wood based	23	29.18	101
32	Glass & ceramics	97	1632.16	2592
29	Livestock & leather	3	2.49	8
28	Paper & paper product	50	898.18	587
30	Rubber & plastics	27	170.03	124
23	Textiles	83	474.73	844
01	Misc. Manufacturing	106	339.03	535
97	Repairing & servicing	1319	3766.53	4045
Total		2556	12636.91	13471

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings:

01. M/s J. K. Paper Mill, J.K.Pur
02. M/s IMFA Therubali, Therubali
03. M/s Fimachem India Ltd., Komtalpeta, Chandili, Rayagada.

3.5 Major Exportable Item: Paper, Charge Chrome, Calcium Carbonate.

3.6 Growth Trend:

Industrialization in this district is going on a top speed. Another 04 big projects in large category are coming up in the district. So there is a very good positive growth of industries in the district. The following table shows the name of the large units which are in pipeline of production in the district.

Sl. No.	Name of the Proposed Industry	Product/ Capacity	Investment (Rs. In Crores)	Proposed Employment
01	M/s Utkal Alumina International Ltd, Doraguda	Alumina/ 1MillionTPA	4500	2500
02	M/s Raykal Alumina Int. Ltd, Near K.Singpur, Raygada	Alumina/ 5 million TPA	15000	5000
03	M/s Aditya Aluminium, Kansariguda, Kasipur	Buxite Mining/ 3.0 to 4.5 MTPA	14000	2000
04	M/s RSB Metal Tech Pvt. Ltd, Seriguma, Kalyansinghpur Block	Alumina/ 0.70 MTPA	3160.81	2500

3.7 Vendorisation / Ancillarisation of the Industry:

There exists a very good scope for vendorisation and ancillarisation of the industries in the district because of presence of good number of large industries. Even large units in neighbouring districts like NALCO also procure items from vendors present in the district. The following shows the status of Ancilliary/Down Stream Industries in the district.

M/s. J.K. Paper Mill –Ancillary:			
Sl. No.	Item	Capacity	No. of Units
1	Alum	3000 MT	02
2	Paper Cone & Tube	8.00 Lakh Rft P.A	05
3	Corrugated Boxes	45000 nos. P.A	03
4	Laminated Wrappers	5000 MTPA	04
NALCO			
1	Sodium Silicate	12,000 MTPA	03
2	Oxygen Gas		01
Downstream Industries :			
1	Sundried Pulp Board	1 MT Per Day	06
2	Fly Ash Bricks	12,00,000 Nos.	13
3	Egg Tray	15,00,000	01

3.8. Medium Scale Enterprises

3.8.1 List of the units in Rayagada & near by area:

1. M/s. Ganon Dunkerley & Co., Rayagada.

3.8.2 Major Exportable Item: Nil

3.9.1 Service Enterprises:

01. Agro Servicing Units
02. Computer Training Institute
03. DTP Centre & Internet Café
04. Mobile Repairing Centre
05. Small Hotels & Restaurants.
06. Repairing & Servicing of Electrical Appliances.
07. Industrial Consultancy Units
08. Coaching Centre

3.9.2 Potentials areas for Service Industry:

The district of Rayagada is a very rich in terms of industrialization. Even, Rayagada is today becoming a hub o f Educational Institutions. Particularly The Gandhi group have setup very good quality Engineering & Management colleges in the district. For this, Students from other parts of the district are coming to the

district gearing the internet café, small hotels & restaurants, computer training institutes etc to come up in the district. As the craze for higher studies prevails among the students of the urban areas in the district there is a very good scope for coaching Units in the district.

3.10 Potential for new MSMEs

- Rice Mill
- Flour Mill
- Broom Binding
- Bamboo Craft
- Aluminium Utensils
- Bee Keeping
- Agricultural Implements
- Cattle/Poultry Feed
- Essential Oil
- Tamarind Cocentrare
- Cotton Ginning
- Cashewnut Processing
- Solvent Extraction Plant
- Cold Storage
- Power Looms
- Hydrated Lime
- Sodium Silicate
- Sodium Sulphate
- Adhesive and Cello Tape
- Hessian Cloth
- Calcium Carbonate
- Alloy Steel Casting
- Mining Safety Goggles
- Computer Stationery
- Re-rolling Mill
- Paint and Varnishes
- PVC Pipe
- Surgical Bandage

- Tyre Retreading
- Ferric and non Ferric Alum
- Dyes
- Optical Whitening Agent
- O.D. Protector
- Wooden and plastic plug
- Machine Shop cum Tool Room
- Hand Gloves
- Engineering Workshop
- Thinner
- Panel Board, Bush Bar and Main Switch
- Nuts and Bolts
- Electrical Inverter and Converter
- Caustic Soda
- Battery manufacturing and charging
- Granite Polishing

4. Existing Clusters of Micro & Small Enterprise:

Name of the Cluster: Rice Milling Cluster, Rayagada

1	Principal Products Manufactured in the Cluster	Rice (Main Product) Husk & Bran (By Products)
2	Name of the SPV	Rayagada Rice Miller Association (proposed)
3	No. of functional units in the clusters	74
4	Turnover of the Clusters	Rs. 150 Crores
5	Value of Exports from the Clusters	-
6	Employment in Cluster	1600(600 direct +1000 indirect)
7	Total investment in plant & Machinery	370 crores
8	Major Issues / requirement	a) Quality Improvement of Rice to achieve better market share b) Gainful utilization of by products c) Creation of testing facility for rice bran and other by products d) Reduction of energy consumption e) Creation of an organized paddy procurement system to stabilize the cost of paddy in open market. f) Technology upgradation

9	Presence of capable institutions	RIC, Rayagada Br. MSME-DI, Rayagada.
10	Thrust Areas	1) Strengthening of SPV for sustainable management of cluster development 2) Setting up a Common Raw material bank 3) Establishment of Common Solvent Extraction Plant
11	Problems & constraints	a) Poor hygienic condition within milling process b) Low level of modernization & upgradation of technology c) Lack of export marketing awareness d) Lack of awareness on value addition of product e) Lack of common facilities for packing & testing within the cluster.

Present Status of the Cluster: This Rice Mill Cluster has been identified by the RIC, Rayagada. APITCO has prepared the DSR and submitted to the Directorate of Industries, Govt. of Odisha. Two preparatory meetings were held for the formation of SPV.

Name of the Cluster: Rayagada Light Engineering Cluster, Rayagada

1	Principal Products Manufactured in the Cluster	MS Grills, Steel Furniture, Agricultural Implements(Tractor Trolley, Trusses)
2	Name of the SPV	
3	No. of functional units in the clusters	51 (All Micro Units)
4	Turnover of the Clusters	1175 Lakhs
5	Value of Exports from the Clusters	-
6	Employment in Cluster	340
7	Total investment in plant & Machinery	400 Lakhs
8	Major Issues / requirement	a) Non availability of skilled worker b) High input costs c) Poor linkage with bankers d) Lack of knowledge on technological upgradation e) Poor emphasis on product diversification
9	Presence of capable institutions	RIC, Rayagada Br. MSME-DI, Rayagada.
10	Thrust Areas	1) Technology/Skill Upgradation 2) Marketing Prospects 3) Introduction of new products

11	Problems & constraints	a) Poor infrastructure facilities b) Weak Forward Linkage c) Low trust level among cluster firms d) Non diversification of products
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Present Status of the Cluster: The Detailed Study Report of the cluster has been submitted to O/o DC(MSME), New Delhi, for approval after duly validated by cluster actors.

Also, there is a very good scope for taking up cluster approach in the district on Cashew Processing, Essential Oil Preparation and Pulses Processing.

5. General issues raised by industry association during the course of meeting:

During the course of meeting the following points were raised by the members of Industry Associations which are obstacles to the industries growth in the district.

01. Power Shortage
02. Poor Communication Facility
03. Lack of Workforce
04. Problem with Tax Structure
05. Inadequate Finance from Lending Institutions
06. Non availability of Raw Material
07. Poor quality of Infrastructure

6. Steps to set up MSMEs:

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSEs. So, following are the brief description of different agencies for rendering assistance to the entrepreneurs.

Sl. No.	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-I) & Permanent Registration Certificate (EM-II)	<ul style="list-style-type: none"> • Directorate of Industries, Govt. of Odisha, Killa Maidan, Cuttack. • General Manager, RIC, Rayagada.

2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> • MSME Development Institute, Vikash Sadan, College Square, Cuttack • Br. MSME-DI, Rayagada
3.	Land and Industrial shed	<ul style="list-style-type: none"> • MD, IDCO, IPICOL House, Janpath, Bhubaneswar
4.	Financial assistance	<ul style="list-style-type: none"> • MD, OSFC, OMP Square, Cuttack • MD, IPICOL, Janpath, Bhubaneswar • Director, KVIC, 6, Budha Nagar, Bhubaneswar • Secretary, KVIB, Near Rupali Square, Bhubaneswar • General Manager, NABARD, Nayapalli, Bhubaneswar • General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar • Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> • M.D, OSIC, Khapuria Industrial Estate, Cuttack
6.	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> • Regional Manager, NSIC, Abdul Hamid Street, Kolkata • Sr. Branch Manager, NSIC, Link Road, Cuttack
7.	Power/Electricity	<ul style="list-style-type: none"> • Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar • Chairman, SOUTHCO, Berhampur.
8.	Technical Know-how	<ul style="list-style-type: none"> • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
9.	Quality & standard	<ul style="list-style-type: none"> • Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar • Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
10.	Marketing/Export assistance	<ul style="list-style-type: none"> • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 • Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar. • Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar • Sr.Branch Manager, NSIC, Link Road, Cuttack.

11.	Other Promotional Agencies	<ul style="list-style-type: none"> • MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar • Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar • Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack • Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar • Director of Textiles, Satya Nagar, Bhubaneswar • Director of Fisheries, Jobra, Cuttack • Coconut Development Board, Nayapalli, Bhubaneswar • Coir Board, Jagamara, Bhubaneswar • Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar
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